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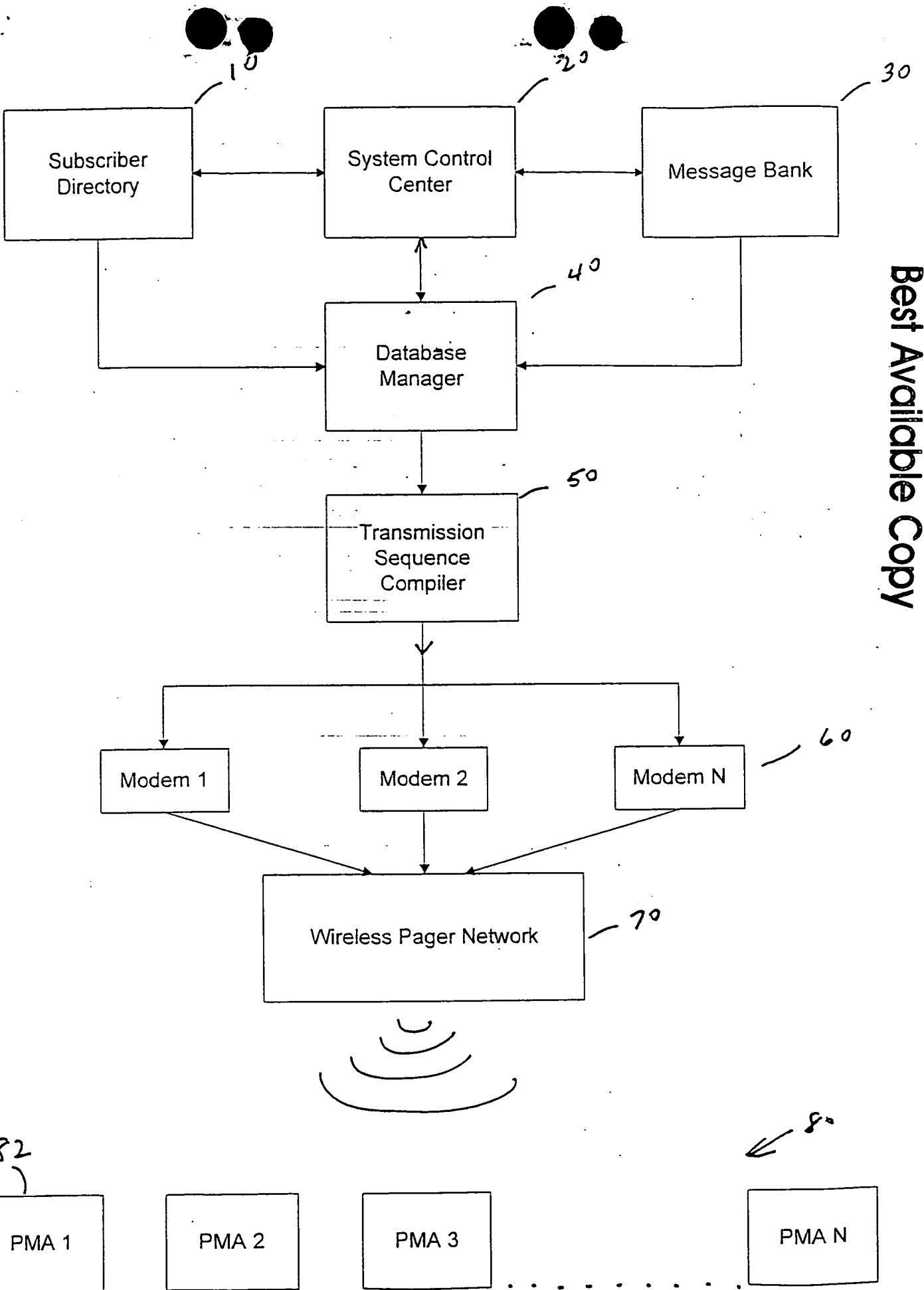


FIG. 1

09237533 012799

SUBSCRIBER DIRECTORY

PRM NO	LAST NAME	FIRST NAME	ADDRESS	CITY	STATE	ZIP	REGION	FAMILY	RESIDENCE	INCOME	SPORTS INTEREST	AUTO	COMPUTER
17482	Jones	Tom	1234 First Street	El Paso	TX	79932	Southwest	2 A, 2C	Single Family	\$ 112,000.00	Football	Ford	Compaq
20781	Smith	Dave	9999 Melrose Place	Chicago	IL	60616	Midwest	S	Apartment	\$ 41,000.00	Football	Chevy	Sony

FIG. 2

PROFILE BIT-STRING GROUPINGS

Bit-String Number	Type	Profile Characteristics
000-100	Geography, Zip Codes	00 National 01-99 Zip Codes
101-130	Household Composition	Number, Males, Females Children, Pets, etc.
131-160	Home Type	Apartment, Townhouse Condo, Single Family
161-170	Household Income	Ranges in \$1K <15; 15-30; 31-50; 51-75; 75-100; etc.
171-200	Lifestyle Interests	Hobbies, Interests, Activities, Affiliations, etc.
201-1000	Brand Usage	Grocer, Department Stores, Automobiles, Computers, Audio Equipment Packaged Goods, etc.

FIG. 3

MESSAGE BANK TABLE

DATE	PRIORITY	MESSAGE TYPE	TEXT	GRAPHICS	DESTINATION CRITERIA	PARTS

FIG. 4

DAILY MESSAGE BATCH....DUE DATE 6/1/98

MESSAGE SEQ. NO.	PRIORITY CODE	SENDER	MESSAGE TYPE	TEXT	GRAPHICS	DESTINATION CRITERIA	PARTS
1520001	1	Kellog	Coupon	Corn Flakes.....\$1.00	Logo, Package Picture	National	1
1520002	1	IRS	Reminder	Estimated Tax Due by September 15, 1998	Smiley Face, Clip Art	Incomes >\$75,000	1
1520003	2	Ford	Rebate	\$500 Rebate for Escort Owners, Due by 10/1/98	Logo, Silhouette	Ford Owners	1
152004	3	Columbia	Reminder	Medical Visit Appointment	Logo, Clip Art	Patient PMA Nos.	1
152005	4	Delta	Confirmation	Prior Day Detail of Reservations	Logo, Clip Art	PMA's of Subscribers	1
	5	Molly Maid	Reminder	Scheduled Cleaning Visits	Logo, Clip Art	PMA's of Subscribers	1

FIG. 5

TYPICAL MESSAGE BIT-STRING DESTINATION CODES

MESSAGE TYPE: COUPON ADVERTISEMENT WARNING

Criteria	Zips 76-80 Single Family >\$50K Income	Zips 00-99 All Known Pic 'N Save Shoppers	Zips 60-70 Snow Alert
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Bit String (Category)

000	Geography	76-80	0-100	60-70
100				
101	Composition	101-130	101-130	101-130
130				
131	Residence	135	131-160	131-160
160				
161	Income	161-170	161-170	161-170
170				
171	Interests	171-200	171-200	171-200
200				
201	Brand Usage	201-1000	443	201-1000
1000				

FIG. 6

INDIVIDUAL MESSAGE CODE STRING

MSN No.	Priority Code	Original Format Graphics & Text	Destination Code String	Destination PMA Code	Bit String Code

FIG. 7

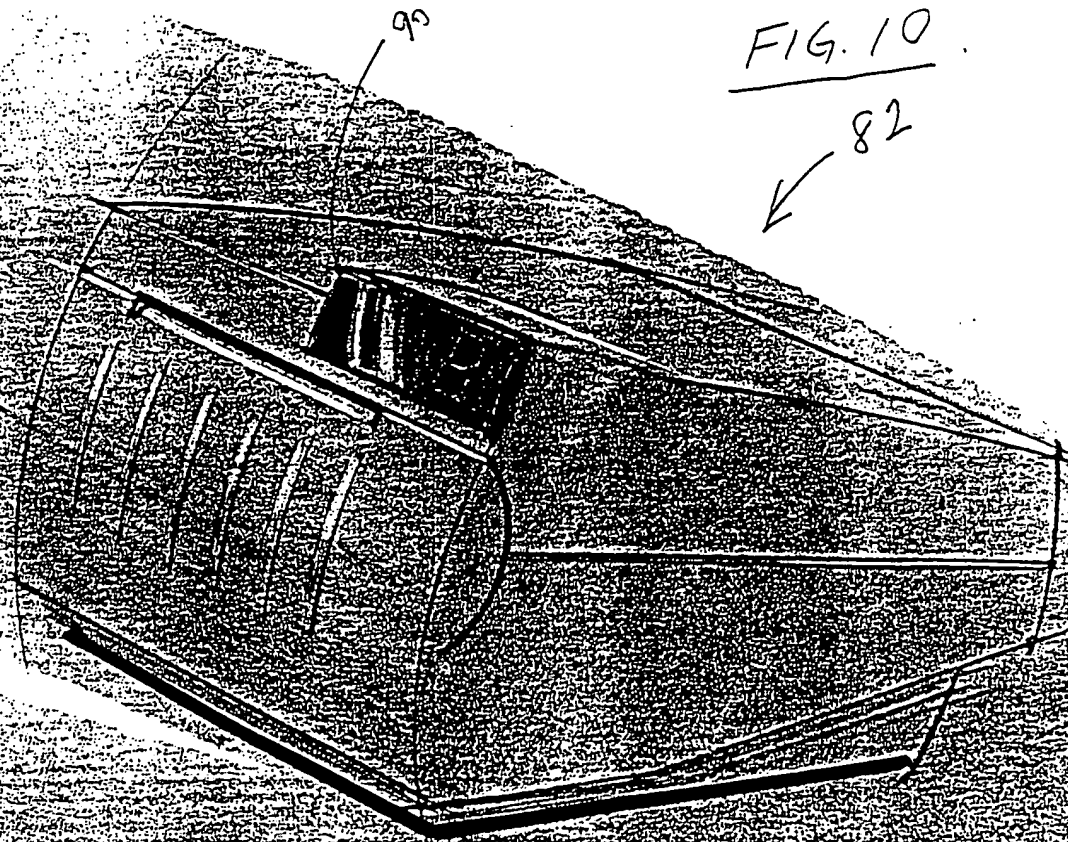
EXAMPLE OF DATA CONTENT IN
SAMPLE COUPON MESSAGE

MSN No.	Priority Code	Original Format Graphics & Text	Destination Code String	Destination PMA Code	Bit String Code
1520001	1	Mfg. Logo, product silhouette, value, expire date, terms and conditions of offer, bar code offer number	0	9999999999	
1520002	2	Estimated Tax Due 9/15/98; Smiley Face Clip Art	1		000 000 ...169...
1520005	3	Confirmation of Reservations; Logo and Clip Art	2	000123456 + Private Key PIN No.	
1520006	4	Reminder to Get Teeth Cleaned	0	000001076 000022085	

FIG. 8

atch	Message Sequence Number	Year
	152001	98
	152002	98
	152003	98

FIG. 9



65410 333330

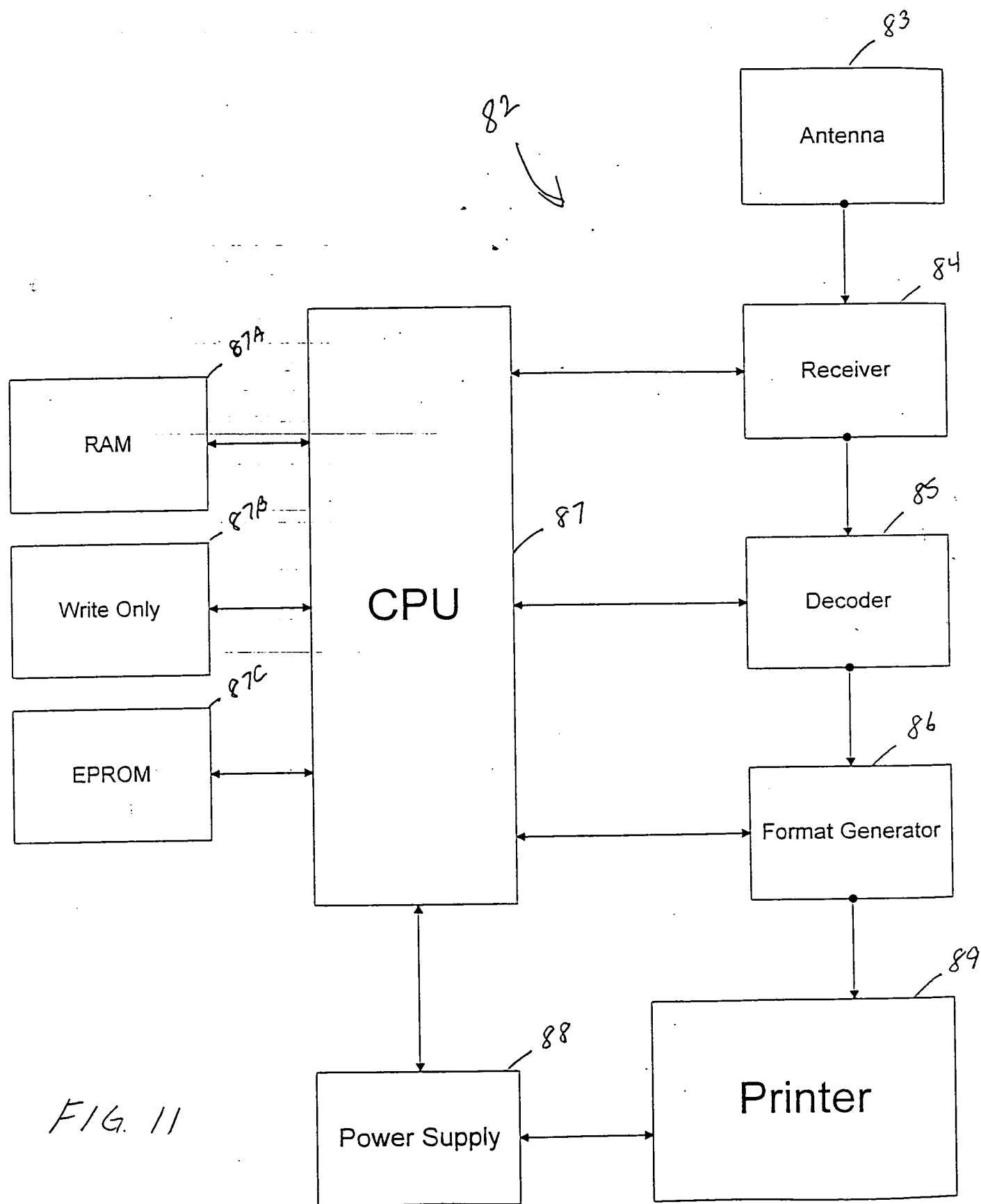


FIG. 11

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graph TD
    Start([Detect Message]) --> Interrogate[Interrogate Destination Code Header]
    Interrogate --> Is0{Is 0?}
    Is0 -- Yes --> PMA0{Does PMA Number Match?}
    PMA0 -- Yes --> Process0[Process Message]
    PMA0 -- No --> Abort0[Abort]
    Is0 -- No --> Is1{Is 1?}
    Is1 -- Yes --> BitString{Does Bit String Match?}
    BitString -- Yes --> Process1[Process Message]
    BitString -- No --> Abort1[Abort]
    Is1 -- No --> Is2{Is 2?}
    Is2 -- Yes --> PMA2{Does PMA Number Match?}
    PMA2 -- Yes --> PMA2PIN{Does PMA PIN Number Match?}
    PMA2PIN -- Yes --> Process2[Process Message]
    PMA2PIN -- No --> Abort2[Abort]
    PMA2 -- No --> Abort3[Abort]
    Is2 -- No --> End([End])

```

F16.12

SAMPLE PMA ELIGIBILITY BIT-STRING CODE NUMBERS

	<u>PROFILE</u>	<u>ACTIVE BITS</u>	<u>PROFILE</u>	<u>ACTIVE BITS</u>
PMA UNIT NO.	17432		20731	
LOCATION 0-100	El Paso Zip 79932	79	Chicago Zip 60616	60
COMPOSITION 101-130	2 Adults 2 Children	128	1 Male	102
RESIDENCE 131-160	Single Family	135	Apartment	132
INCOME 161-170	\$112,000	168	\$41,000	162
INTERESTS 171-200	Gardening Football Computers	174 181 190	Horses Football NASCAR	172 181 187
BRAND USAGE 201-1000	Ford Compaq Dillards Panasonic Kellogg Nabisco	206 312 427 539 611 788	Chevrolet Macintosh Pic 'N Save Sony Post General Foods	208 336 443 588 618 721

FIG. 13

554270 "SECRET"

RECEPTION ACCEPTANCE MATCHING

MESSAGE DESTINATION STRING

Coupon	76-80	101-130	135	161-170	171-200	201-1000
Advert.	0-100	101-130	131-160	161-170	171-200	240
Warning	60-69	101-130	131-160	161-170	171-200	201-1000

PMA ACCEPTANCE STRINGS

PMA 17432 79	128	135	168	174,181 190	206,212 227,239 240,251 253
PMA 20731 60	102	132	162	172,181 187	208,236 243,249

RECEPTION ACCEPTANCE TEST

PMA 17432

Coupon	Yes	Yes	Yes	Yes	Yes	Yes
Advert.	Yes	Yes	Yes	Yes	Yes	No
Warning	No		Ineligible			

PMA 20731

Coupon	No		Ineligible			
Advert.	Yes	Yes	Yes	Yes	Yes	No
Warning	Yes	Yes	Yes	Yes	Yes	Yes

PMA 20731 accepts and prints the Warning only

FIG. 14

COPYED FROM FIG. 14

6620-0000

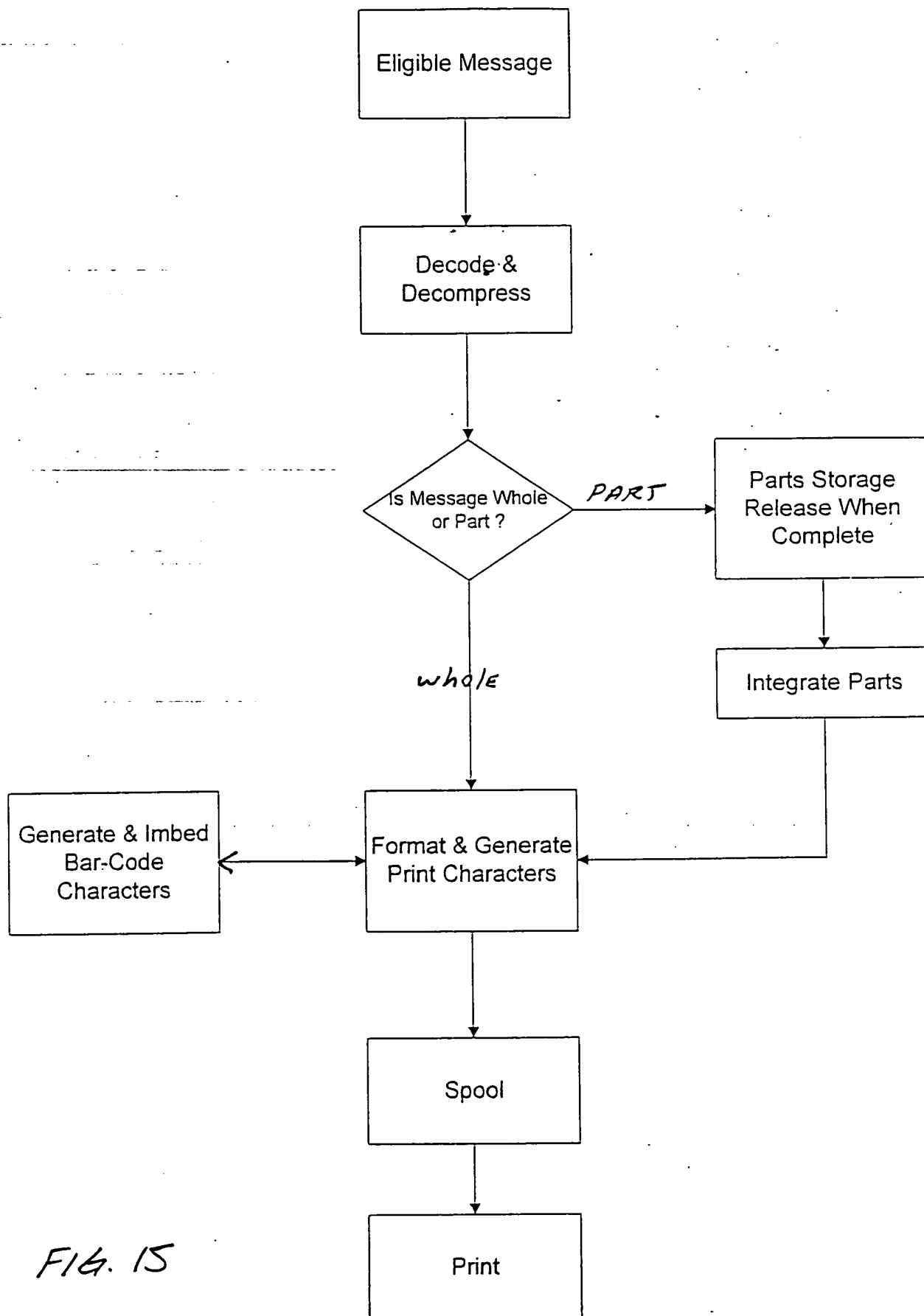


FIG. 15

PRIMARY COUPON DISTRIBUTION SYSTEM

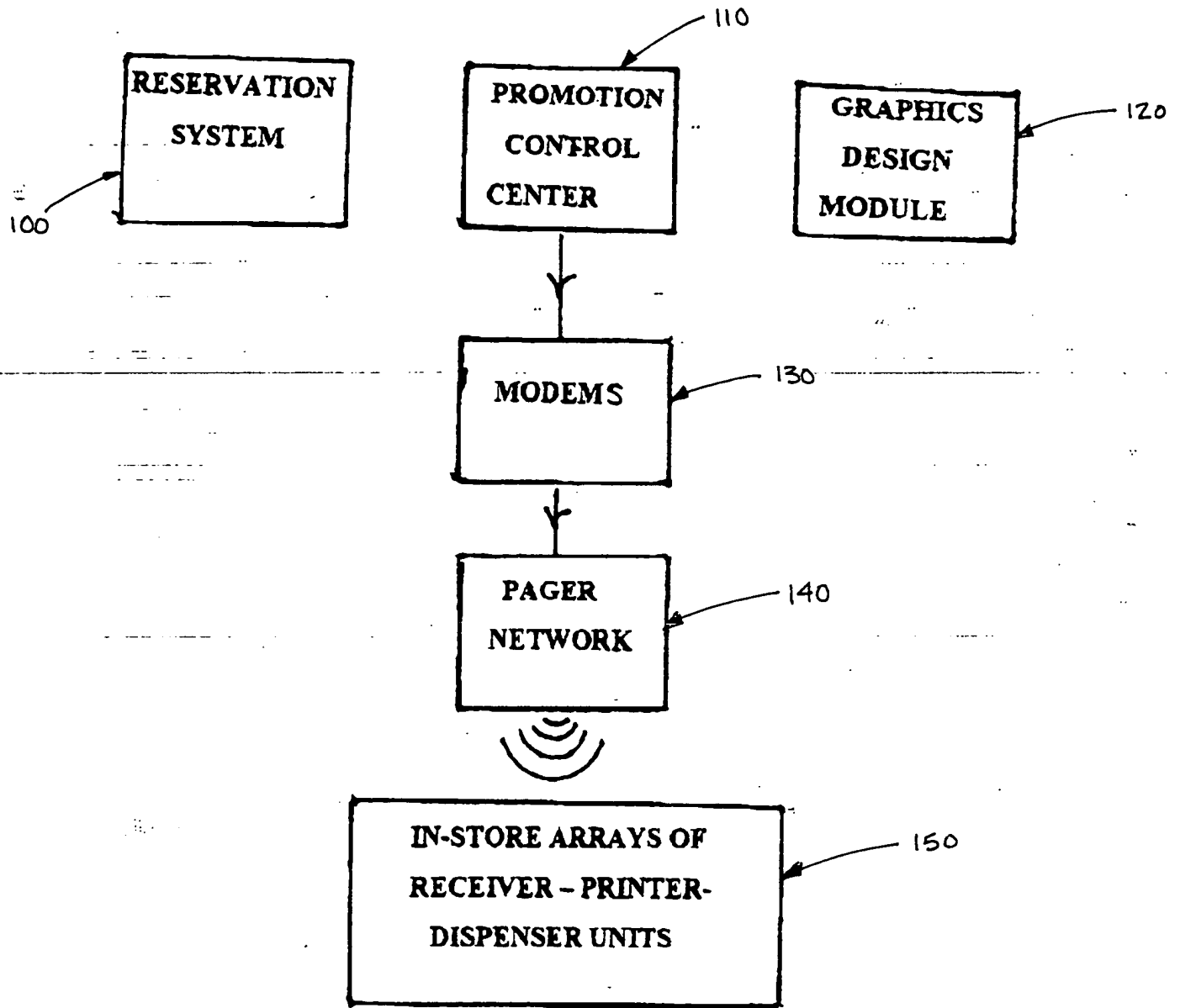
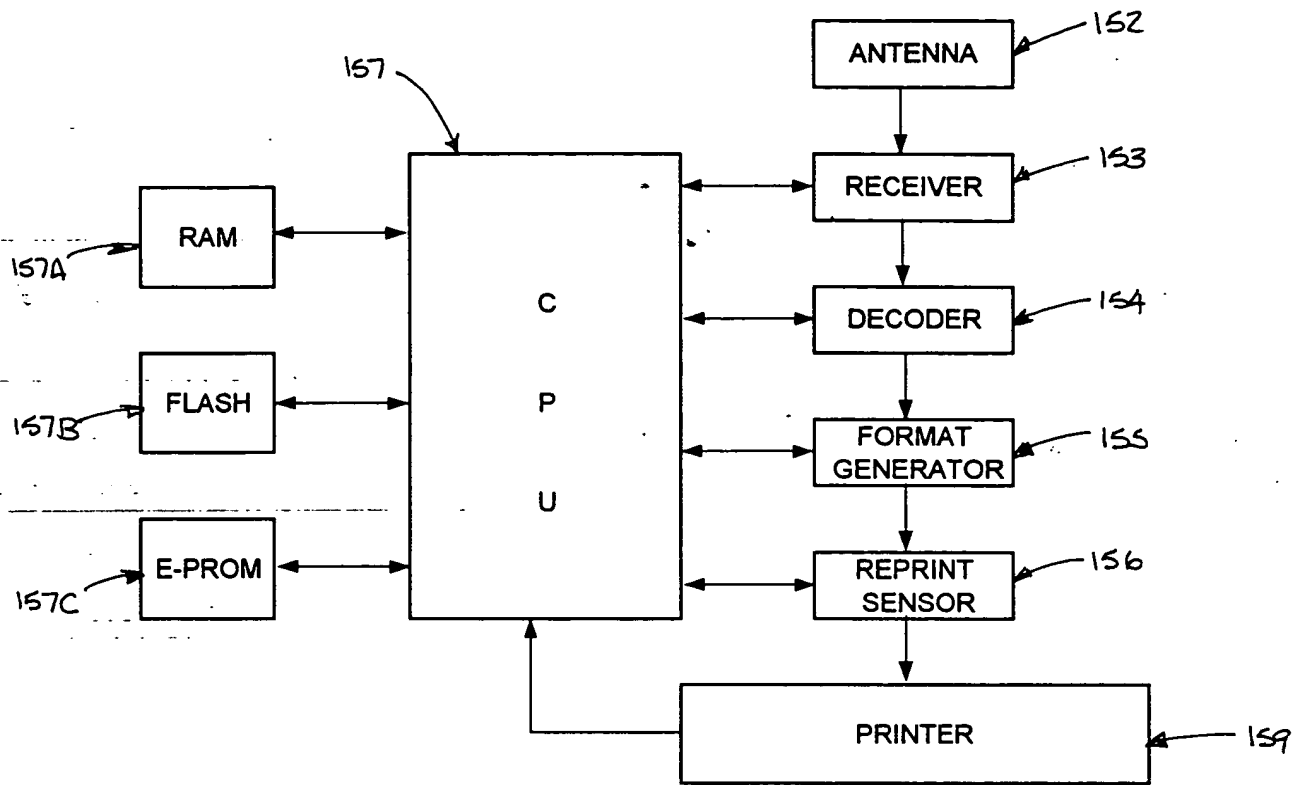


Figure 16



RPD COMPONENTS

Figure 17

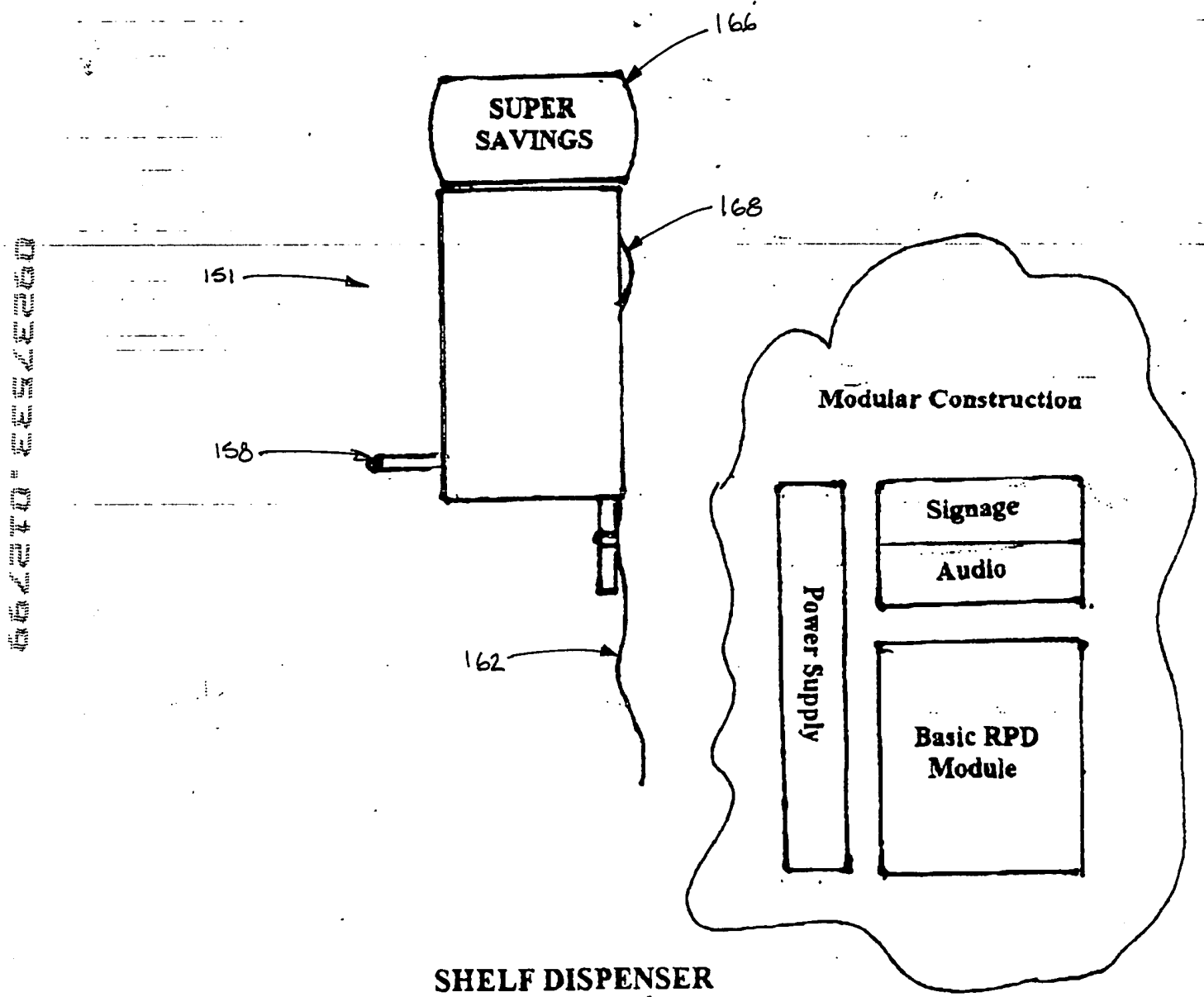
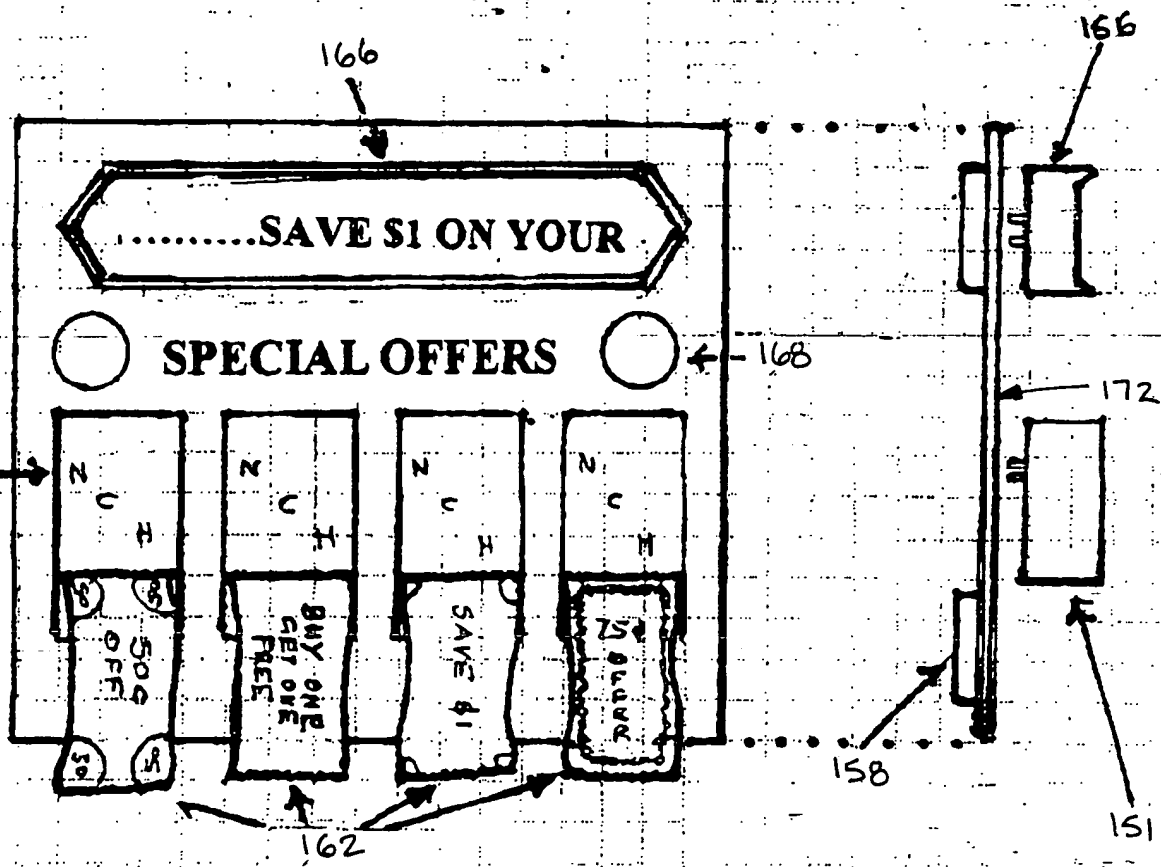


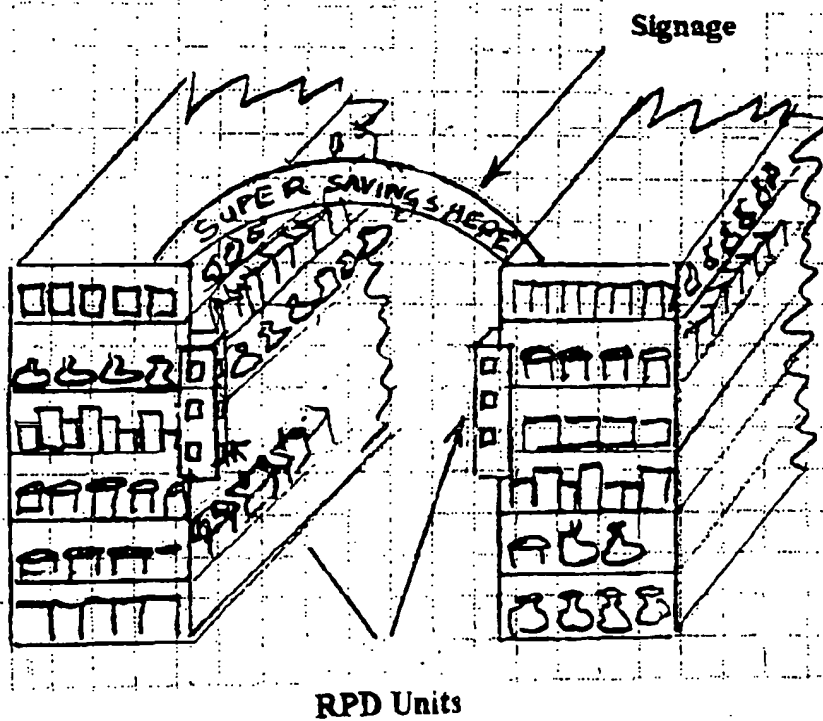
Figure 19



TYPICAL BULLETIN BOARD DISPENSER

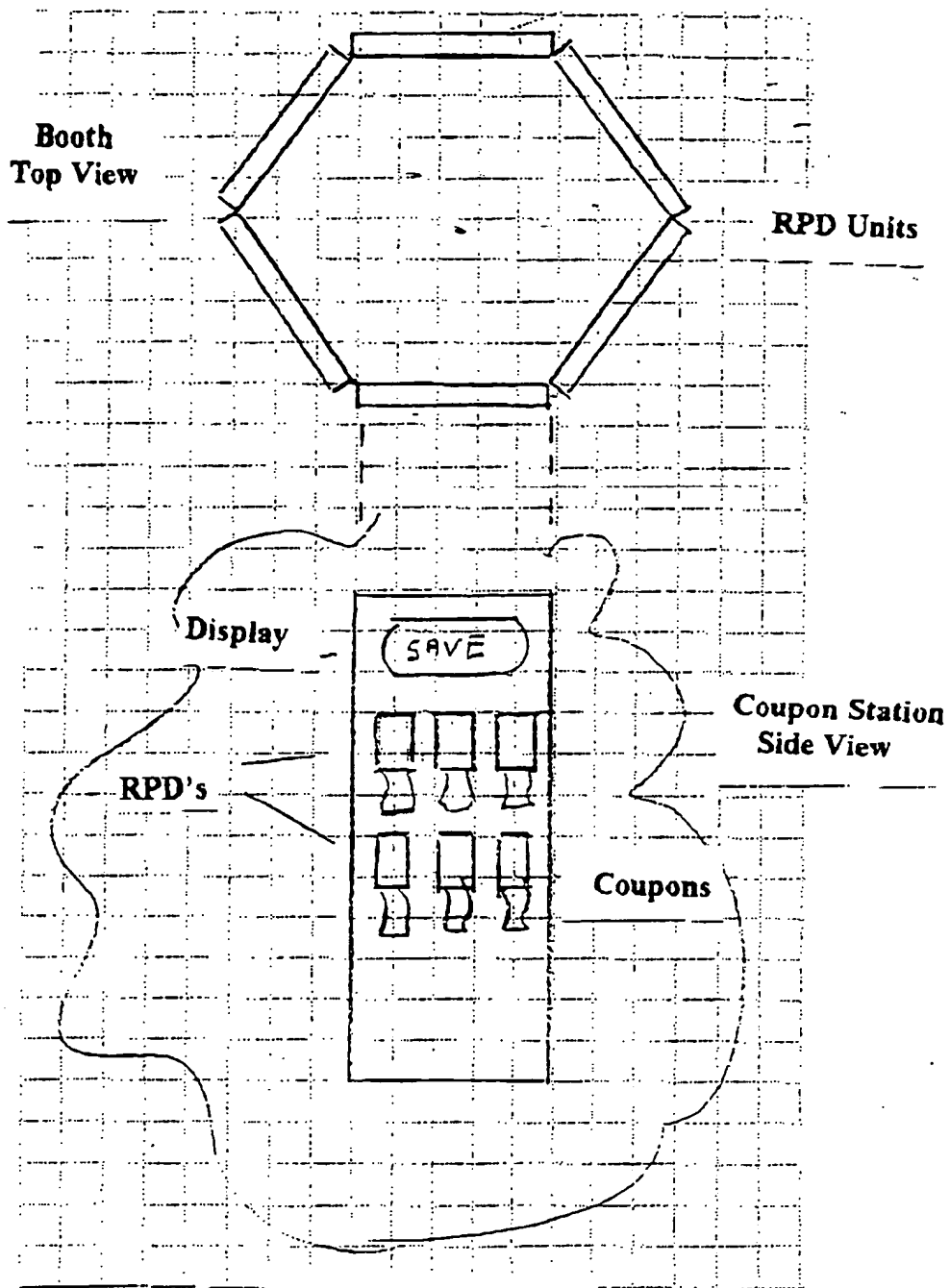
Figure 20

6640-2-2222



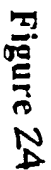
END CAP DISPENSER

Figure 21



BOOTH

Figure 22



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